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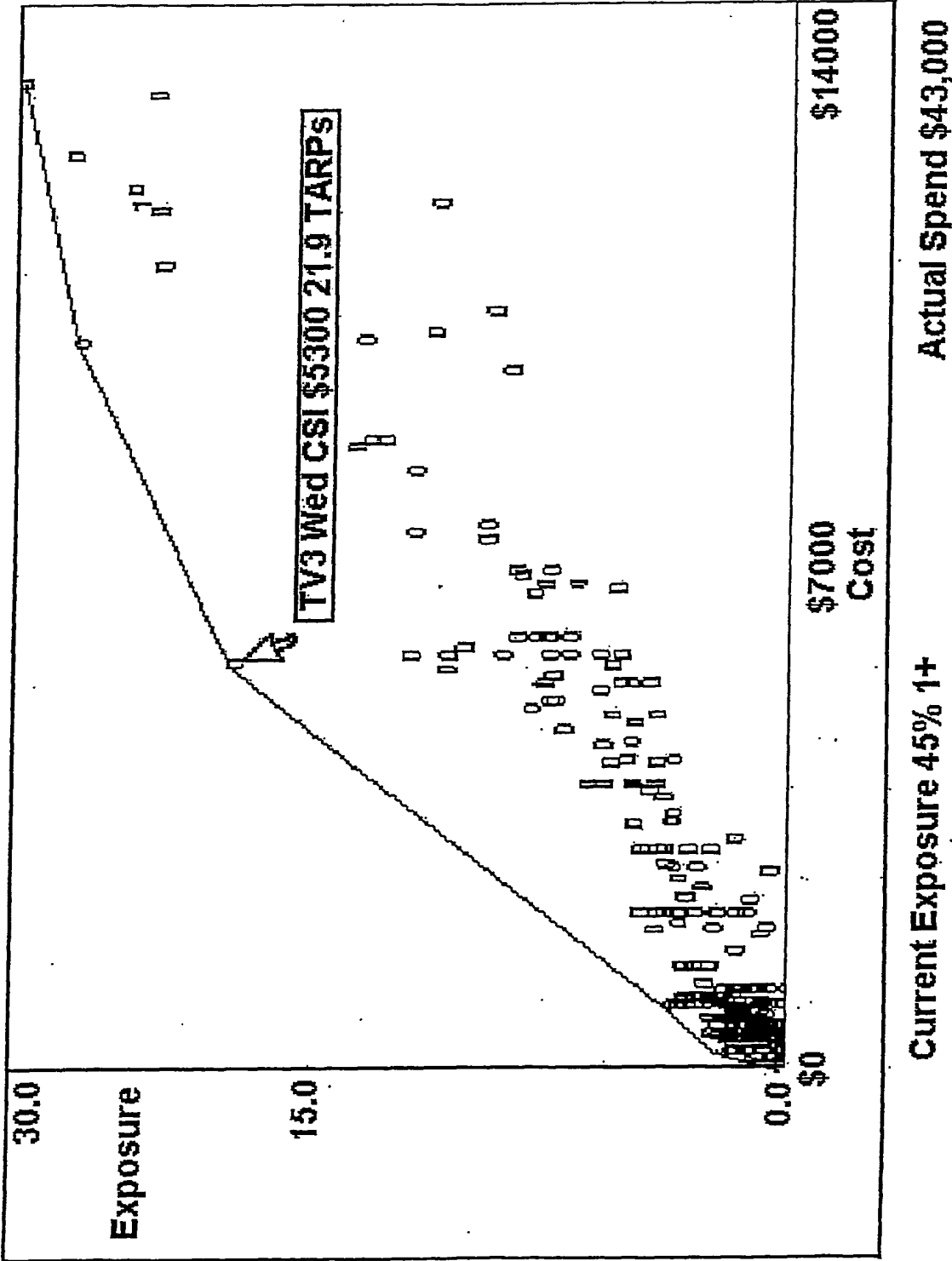


Figure 1

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?

Client

Bisleys Brewing

Add

Modify

Delete

New Booking Session

Previous Booking Session

Product

Bisleys Brewing

Add

Modify

Delete

Demographic

All 05+

Typical Sample = 1029

Potential = 3600.0

Second demographic group

Week Commencing

20/07/03

27/07/03

03/08/03

10/08/03

17/08/03

24/08/03

31/08/03

Channel

TV2

TV3

TV4

Prime

Add Last Year

1 Weeks Selected

Which recent weeks do you wish to use for the ratings projection?

01/06/03

25/05/03

18/05/03

11/05/03

4 Weeks Selected

Booking Description

New Booking Session

Return to Menu

Figure 2

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Time: 1000-2229
 Days: All Days
 Channels: TV1
 Week Commencing: 06/07/03
 Demographic group: All 05+

Visual Optimiser Display Parameters

Programmes avail. 169 ?

Schedule Objectives

Reach target 50 % ☐ Single Frequency Target : ☐ +

Reach Corridor ☒ ☐ -

Budget Limit \$ 250,000

Pre-filter programme selection (optional)

Minimum TARP

Maximum CPT

Start Time

End Time

SUN
MON
TUE
WED
THU
FRI
SAT

All Mid End

R&F in the selected time period(s)

01 Jun 2003 - 07 Jun 2003
 25 May 2003 - 31 May 2003
 18 May 2003 - 24 May 2003
 11 May 2003 - 17 May 2003
 04 May 2003 - 10 May 2003
 27 Apr 2003 - 03 May 2003
 20 Apr 2003 - 26 Apr 2003

4 date ranges selected

OK Cancel

Figure 3

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BEST AVAILABLE COPY

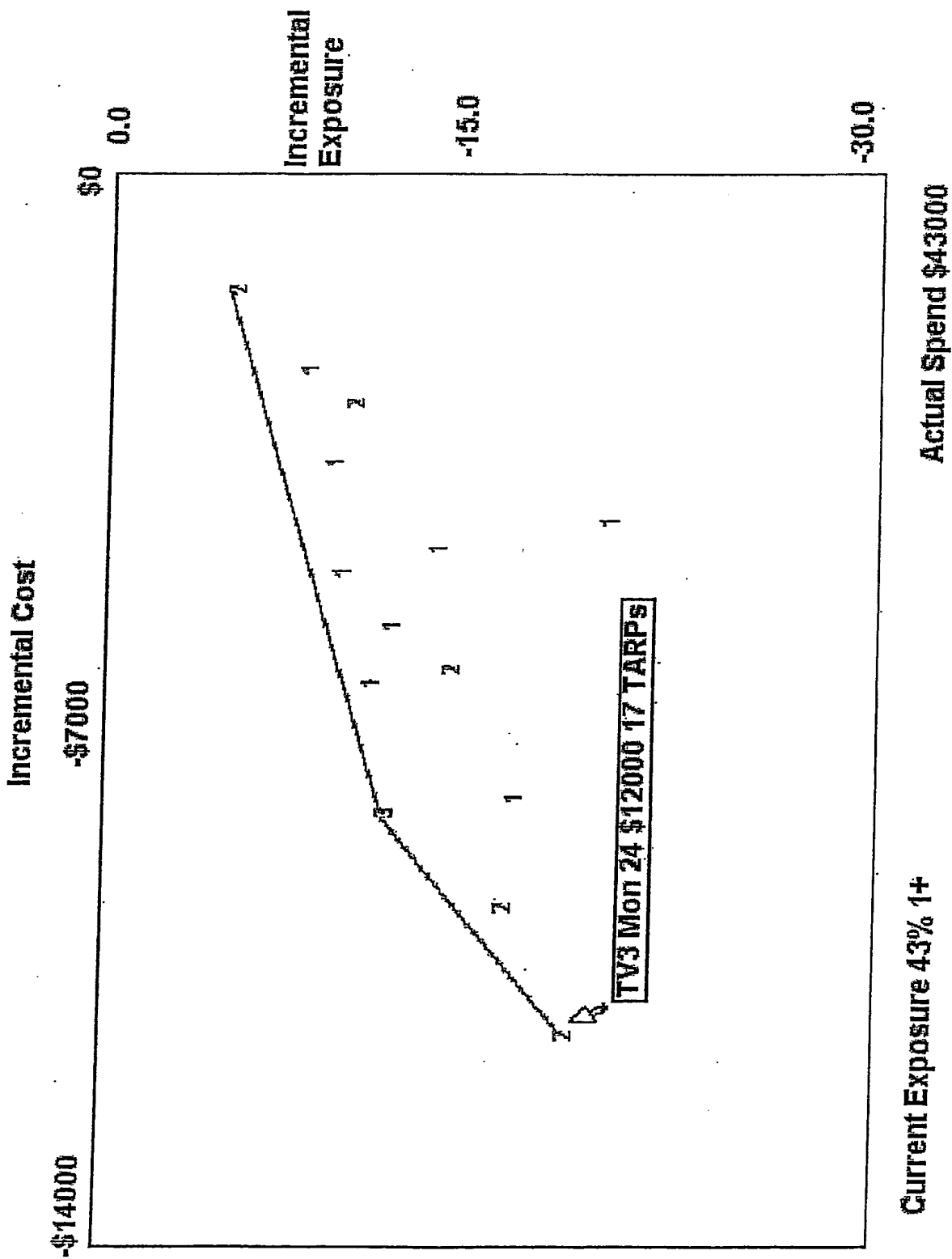


Figure 4

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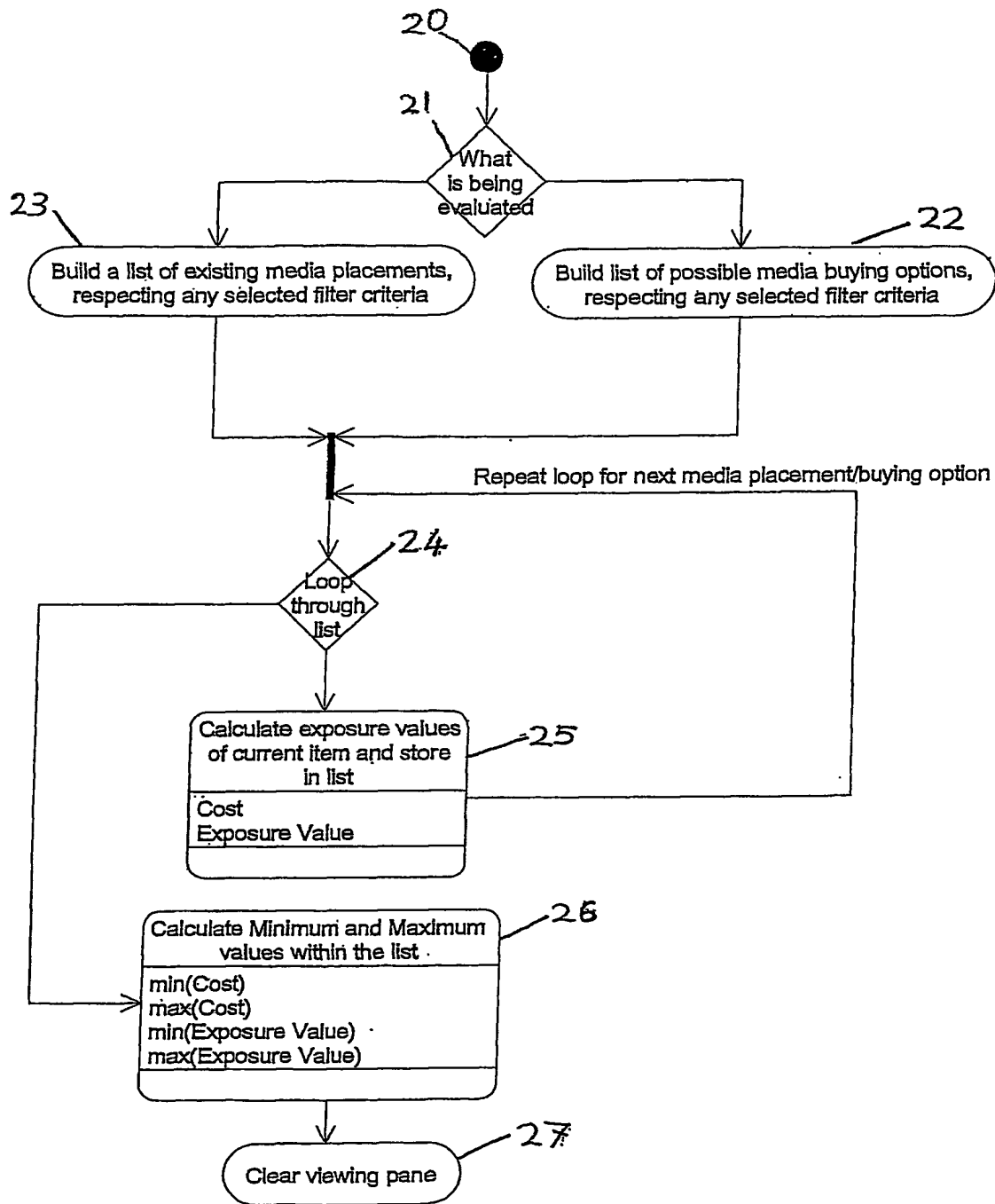


Figure 5

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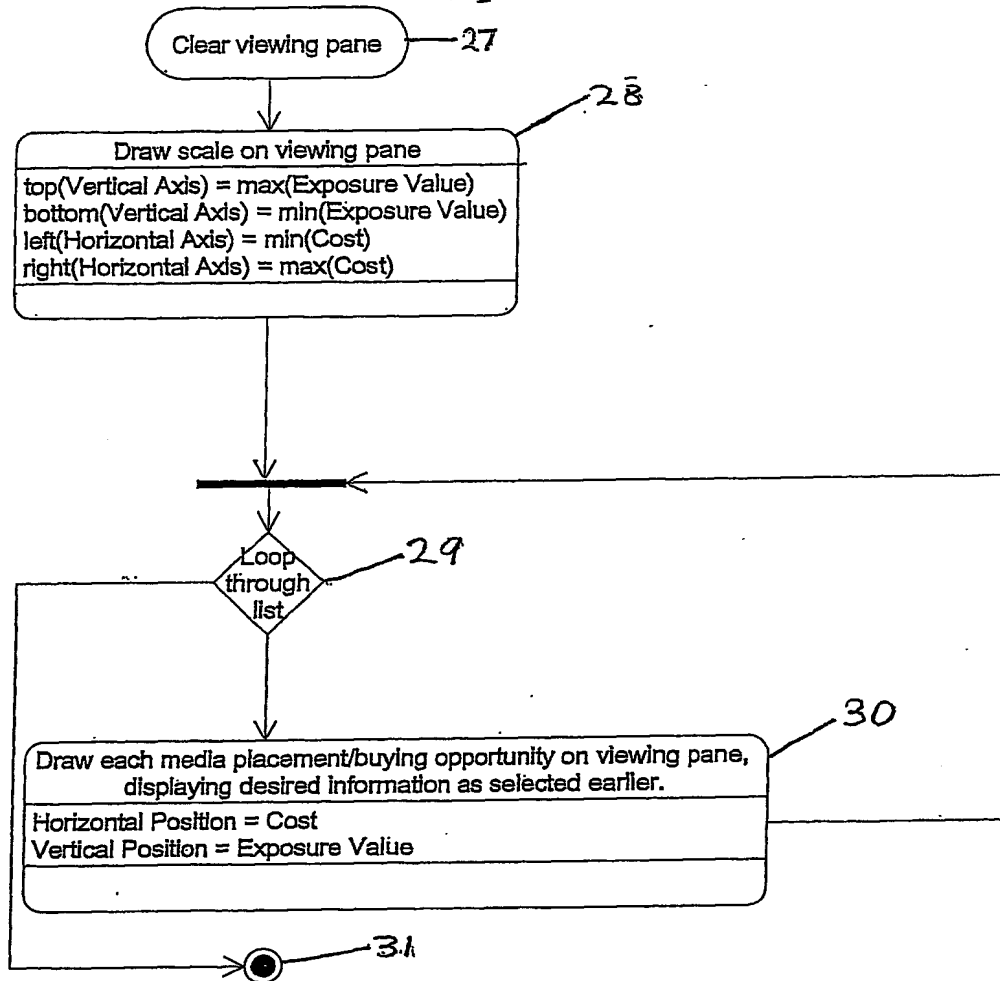


Figure 5 cont

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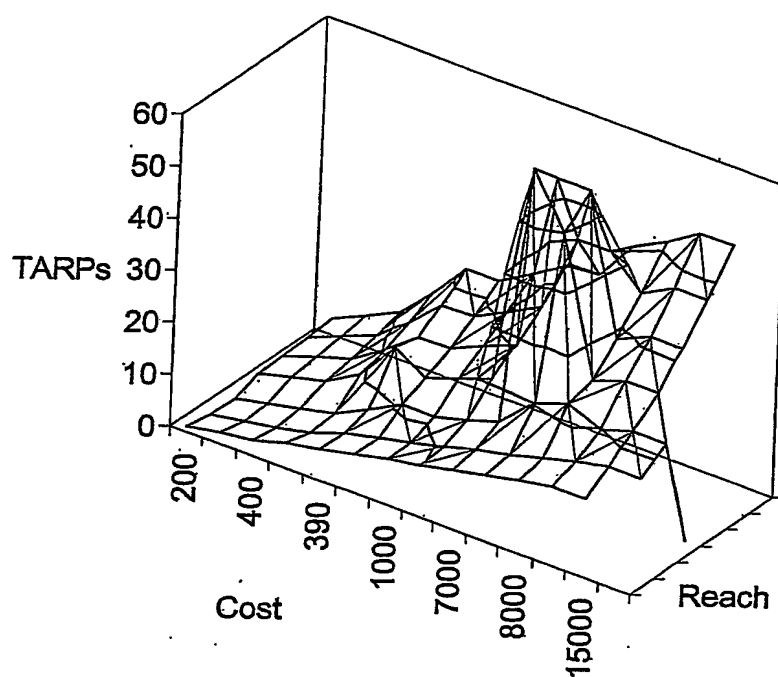


Figure 6